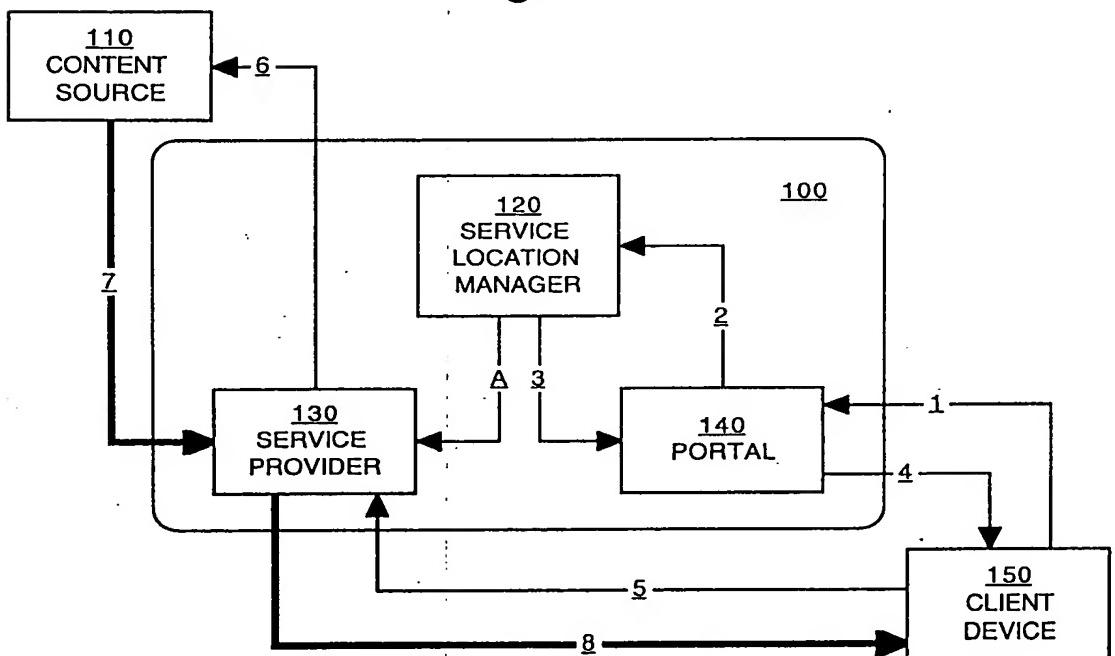


Figure 1



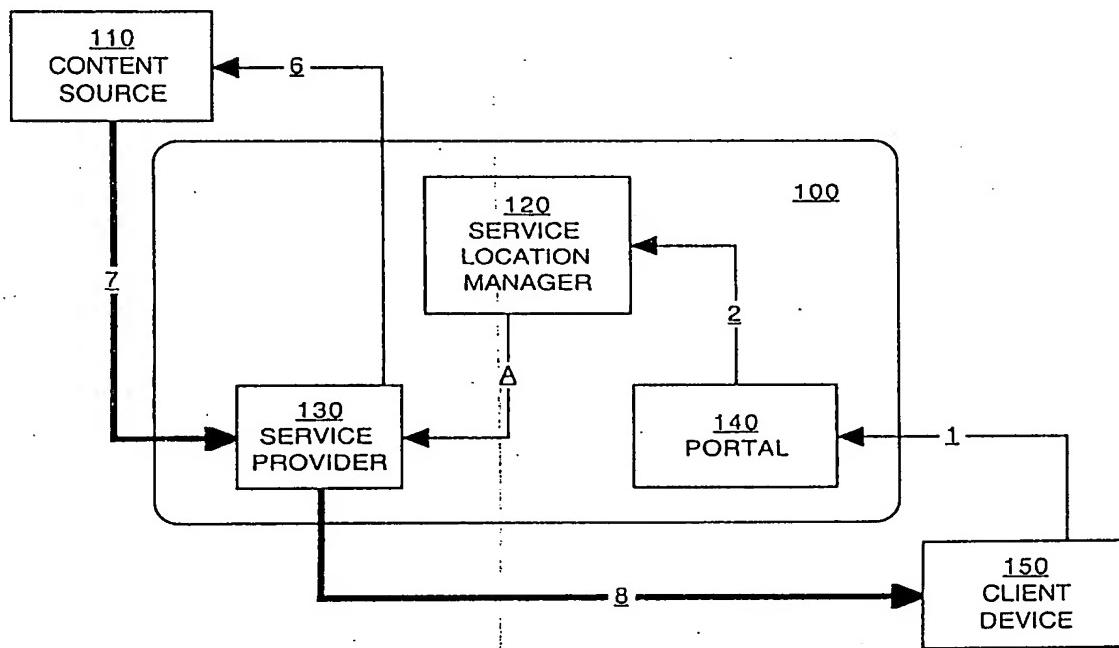


Figure 2B

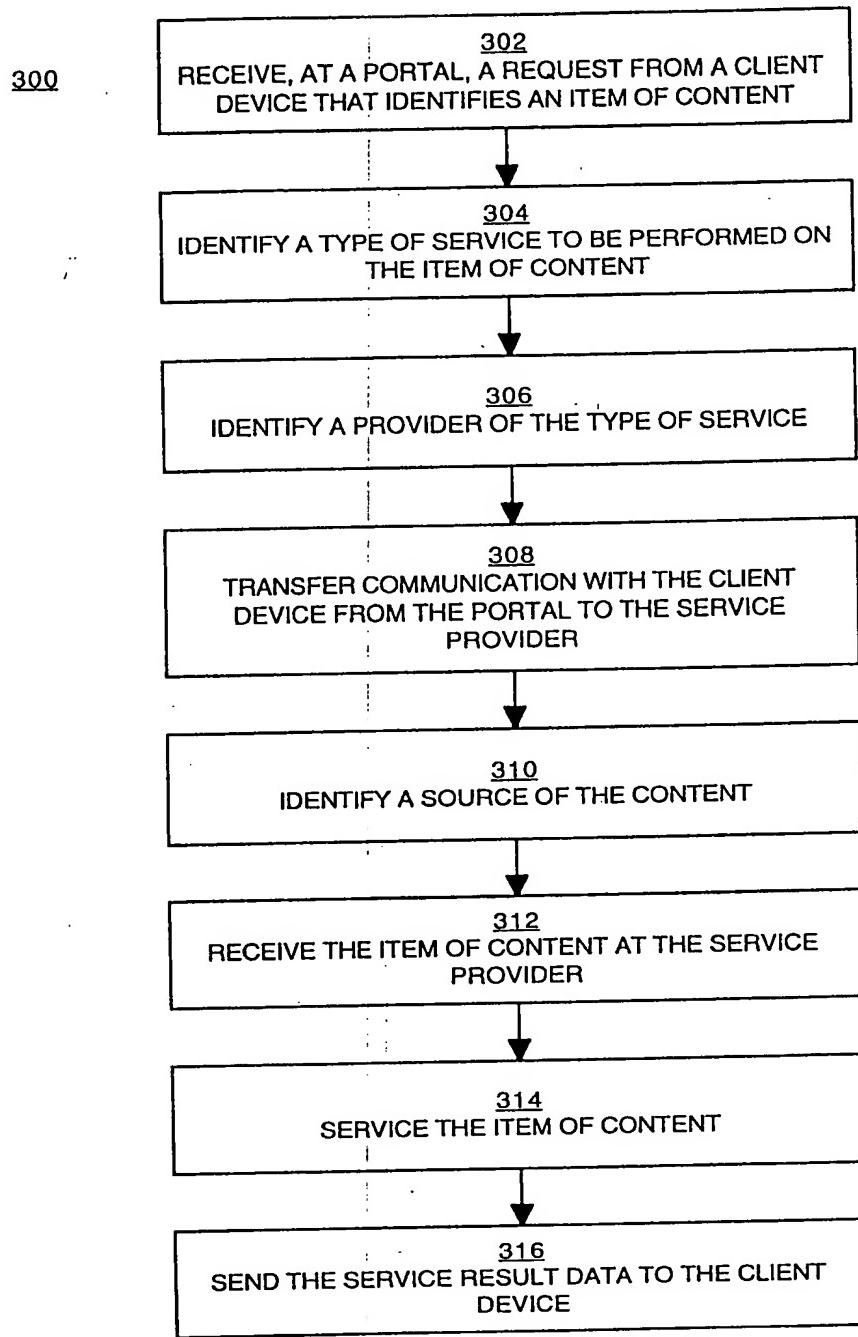


Figure 3

400

402
RECEIVE A 1st MESSAGE FROM A PORTAL
IDENTIFYING AN ITEM OF CONTENT (THE PORTAL IN
COMMUNICATION WITH A CLIENT DEVICE)

404

IDENTIFY A PROVIDER OF A TYPE OF SERVICE TO BE
PERFORMED ON THE ITEM OF CONTENT

406

SEND A 2nd MESSAGE TO THE PORTAL WITH
INFORMATION IDENTIFYING THE SERVICE PROVIDER,
ALLOWING COMMUNICATION WITH THE CLIENT
DEVICE TO BE TRANSFERRED FROM THE PORTAL TO
THE SERVICE PROVIDER

408

OPTIONALLY SEND A 3rd MESSAGE TO THE SERVICE
PROVIDER TO FACILITATE SERVICING OF THE ITEM
OF CONTENT

Figure 4

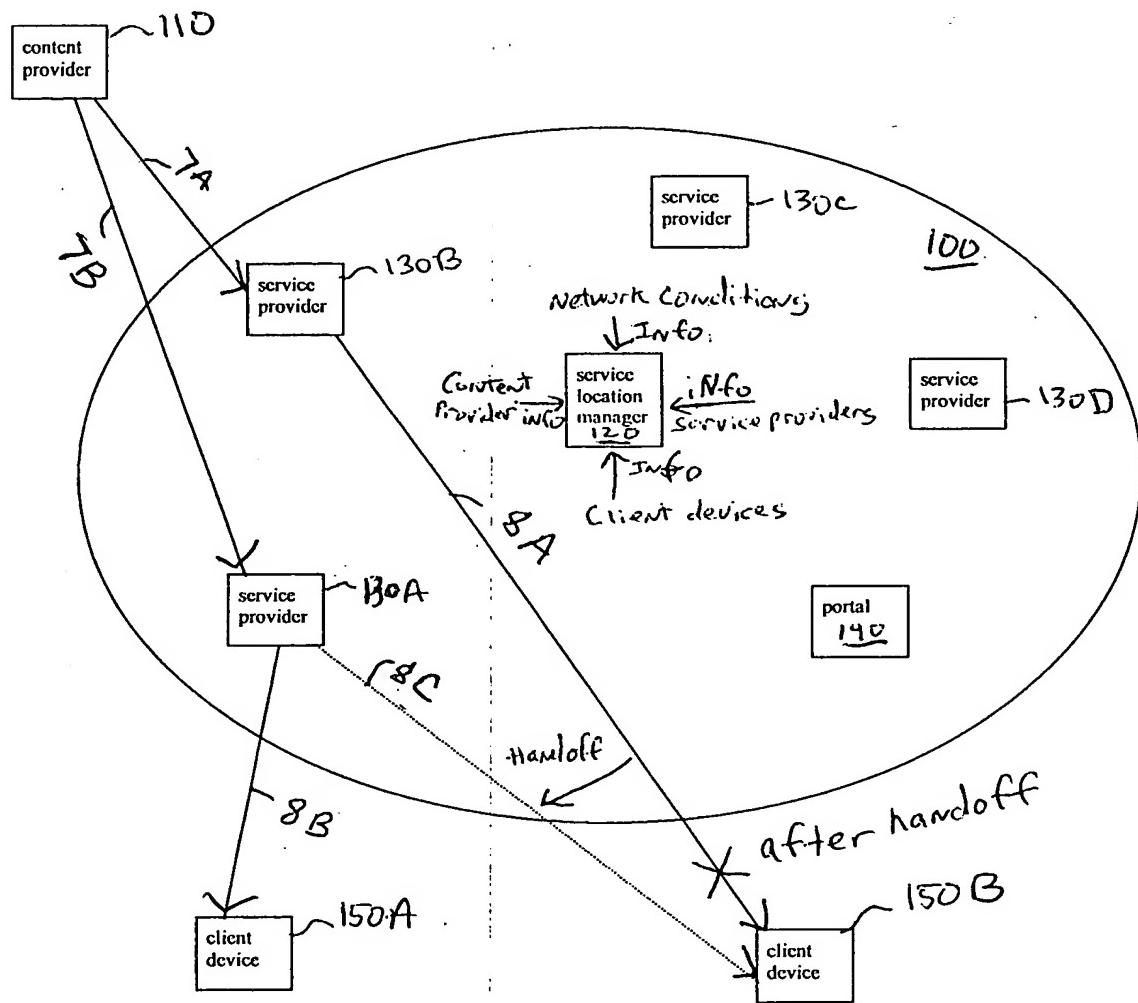


Figure 5A

service location manager

120

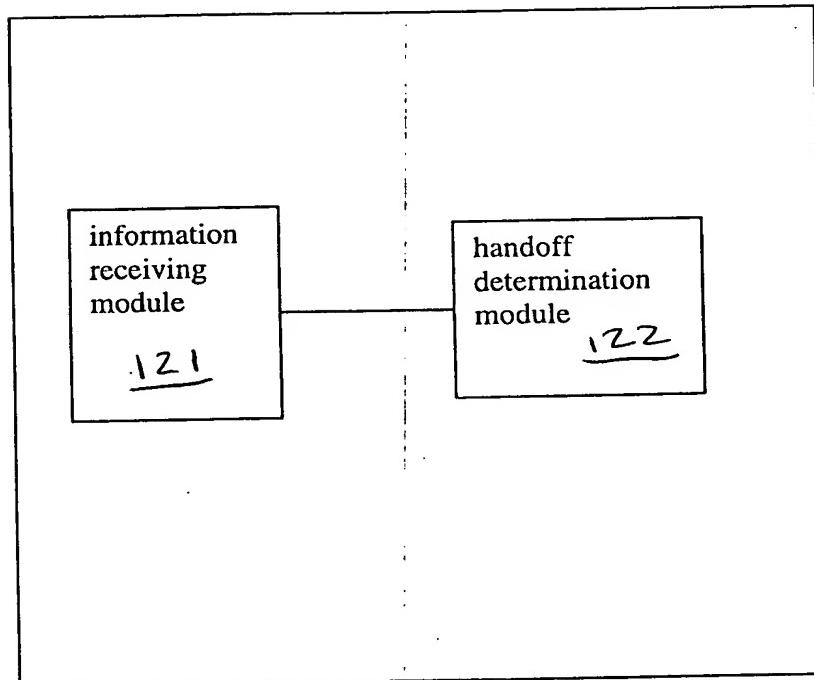


Figure 5B

110

content delivery network

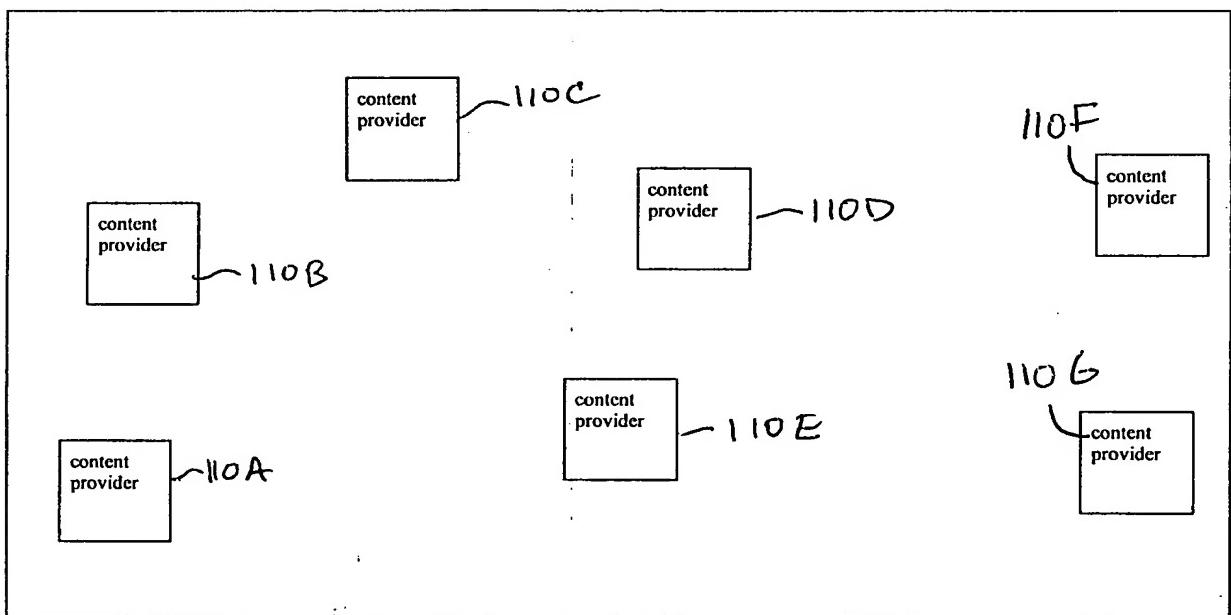


Figure 6

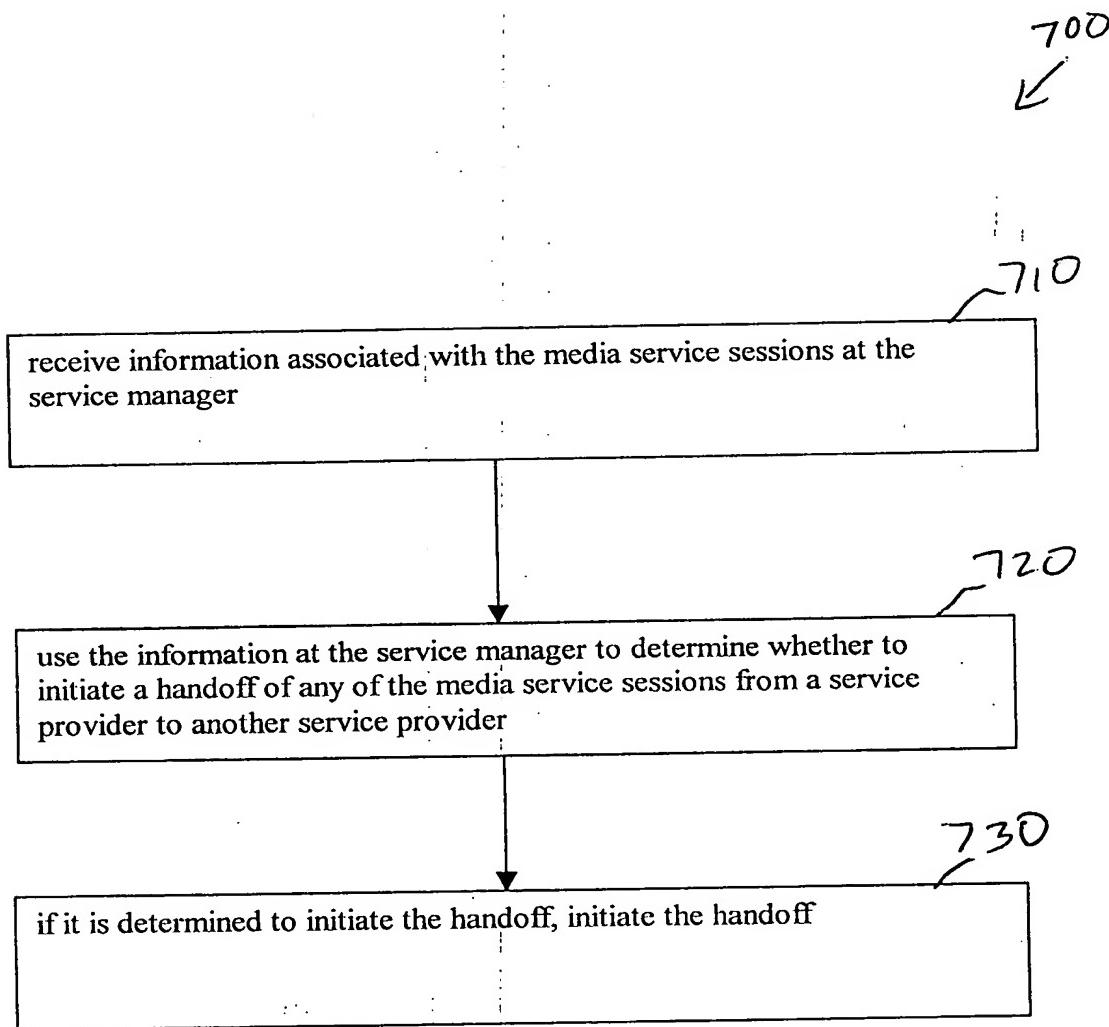


Figure 7